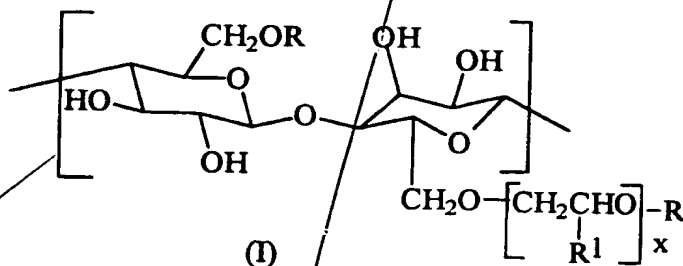


What is claimed is:

1. A laundry detergent composition which imparts fabric appearance benefits selected from pill/fuzz reduction, antifading, improved abrasion resistance and/or enhanced softness to fabrics and textiles laundered in aqueous washing solutions formed therefrom, which composition is characterized by:

- A) from 1% to 80% by weight of a deterative surfactant;
- B) from 0.1% to 80% by weight of an organic or inorganic detergency builder;
- C) from 0.1% to 8% by weight of a modified cellulose ether fabric treatment agent selected from the group consisting of:

- i) hydrophobically-modified, nonionic cellulose ethers which have a molecular weight of from 10,000 to 2,000,000 and which have repeating substituted anhydroglucose units corresponding to the general formula:



wherein:

R is a combination of H and C₈-C₂₄ with alkyl substitution of the anhydroglucose rings ranging in an amount of from 0.1% to 5% by weight of the cellulose ether material;

R¹ is H or methyl; and

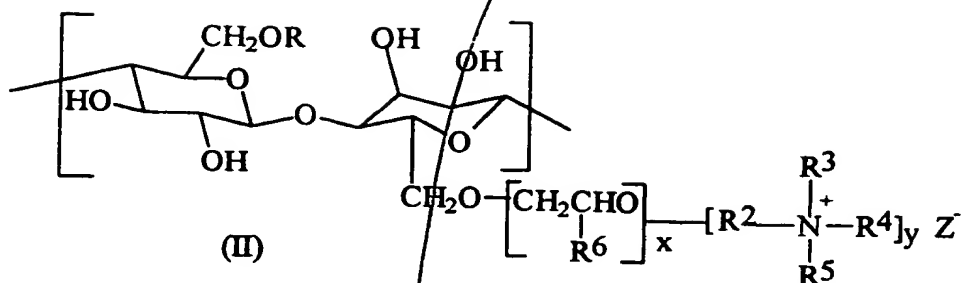
x ranges from 1 to 20;

- ii) cationic quaternary ammonium cellulose ethers which have a molecular weight of from 10,000 to 2,000,000 and which have repeating substituted anhydroglucose units corresponding to the general formula:

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wherein:

R is H or C₈₋₂₄, with alkyl substitution of the anhydroglucose rings ranging in an amount of from 0.1% to 5% by weight of the cellulose ether material;

R₂ is CH₂CHOHCH₂ or C₈₋₂₄ alkyl;

R₃, R₄ and R₅ are each, independently, methyl, ethyl or phenyl;

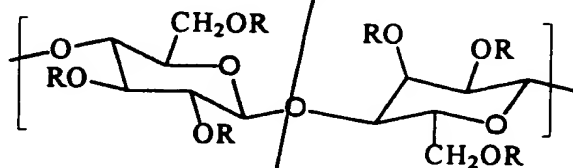
R₆ is H or methyl;

x ranges from 1 to 20;

y ranges from 0.005 to 0.5; and

Z is Cl⁻ or Br⁻;

- iii) anionic cellulose ethers which have a molecular weight of from 10,000 to 2,000,000 and which have repeating substituted anhydroglucose units corresponding to the general formula:



wherein:

R is a combination of H and a) CH₂COOA, and, optionally, b) C₈₋₂₄ alkyl, with alkyl substitution of the anhydroglucose rings ranging in an amount of from 0.1% to 5% by weight of the cellulose ether material, and with the degree of carboxymethyl substitution of the anhydroglucose rings ranging from 0.05 to 2.5; and wherein A is Na or K; and

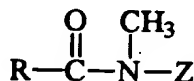
- iv) combinations of said nonionic, cationic and anionic cellulose ethers.

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2. A composition according to Claim 1 wherein
- A) the deterative surfactant comprises from 5% to 50% by weight and is selected from anionic and nonionic surfactant materials
 - B) the detergency builder is characterized by from 10% to 50% by weight and is selected from carboxylates, silicates, aluminosilicates, carbonates, borates and combinations thereof; and
 - C) the modified cellulose ether fabric treatment agents comprises from 0.5% to 4% by weight and have molecular weights ranging from 10,000 to 1,000,000.
3. A composition according to Claim 2 wherein the modified cellulose ether fabric treatment agent is a hydrophobically-modified, nonionic material corresponding to Structural Formula No. I wherein
- a) R is a combination of H and C₈ to C₁₆ alkyl;
 - b) R substitution of the anhydroglucose rings ranges from 0.2% to 2% by weight of the cellulose ether;
 - c) R¹ is H; and
 - d) x ranges from 1 to 10.
4. A composition according to Claim 3 wherein the hydrophobically-modified, nonionic cellulose ether is selected from Polysurf 67, Natrosol Plus 430 and Natrosol Plus 330.
5. A composition according to Claim 2 wherein the modified cellulose ether fabric treatment agent is a cationic material corresponding to Structural Formula No. II wherein
- a) R is C₈ to C₁₆ alkyl;
 - b) R substitution of the anhydroglucose rings ranges from 0.2% to 2% by weight of the cellulose ether;
 - c) R² is C₈ to C₁₆ alkyl or is CH₂CH(OH)CH₂;
 - d) R³, R⁴ and R⁵ are each methyl;
 - e) R⁶ is H;

- f) x ranges from 1 to 10;
- g) y ranges from 0.005 to 0.1; and
- h) Z is Cl⁻.

6. A composition according to Claim 5 wherein the cationic cellulose ether is selected from UCARE JR 30M, JR 400, JR 125, LR 400 and LK 400 and derivatives thereof.
7. A composition according to Claim 2 wherein the modified cellulose ether fabric treatment agent is a anionic material corresponding to Structural Formula No. III wherein:
 - a) R is optionally C₈ to C₁₆ alkyl;
 - b) R substitution of the anhydroglucose rings ranges from 0.2% to 2% by weight of the cellulose ether;
 - c) the degree of carboxymethyl substitution ranges from 0.1 to 1.0; and
 - d) A is Na.
8. A composition according to Claim 7 wherein the anionic cellulose ether is selected from CMC 7H, CMC 99-7M, CMC 99-7L, CMC D72, CMC D65 and CMC DHT.
9. A composition according to Claim 2 in liquid form which is characterized by:
 - a) from 5% to 50% by weight of a deterative surfactant selected from
 - i) sodium, potassium and ammonium alkylsulfates wherein the alkyl group contains from 10 to 22 carbon atoms;
 - ii) sodium, potassium and ammonium alkylpolyethoxylate sulfates wherein the alkyl group contains from 10 to 22 carbon atoms and the polyethoxylate chain contains from 1 to 15 ethylene oxide moieties;
 - iii) polyhydroxy fatty acid amides of the formula



wherein R is a C₉₋₁₇ alkyl or alkenyl and Z is glyceryl derived from a reduced sugar or alkoxylated derivatives thereof;

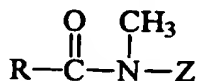
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- iv) alcohol ethoxylates of the formula $R^1(OC_2H_4)_nOH$ wherein R^1 is a C_{10} - C_{16} alkyl group or a C_8 - C_{12} alkyl phenyl group and n is from 3 to 80; and
- v) combinations of these surfactants; and
- b) from 1% to 10% by weight of a detergent builder component selected from carboxylate and polycarboxylate builders.

10. A composition according to Claim 2 in granular form which is characterized by:

- a) from 5% to 50% by weight of a defersive surfactant selected from
 - i) sodium and potassium alkylpolyethoxylate sulfates wherein the alkyl group contains from 10 to 22 carbon atoms and the polyethoxylate chain contains from 1 to 15 ethylene oxide moieties;
 - ii) sodium and potassium C_9 to C_{15} alkyl benzene sulfonates;
 - iii) sodium and potassium C_8 to C_{18} alkyl sulfates;
 - iv) polyhydroxy fatty acid amides of the formula



wherein R is a C_9 - C_{17} alkyl or alkenyl and Z is glycyl derived from a reduced sugar or alkoxylated derivatives thereof; and

- v) combinations of these surfactants; and
- b) from 1% to 50% by weight of a detergent builder selected from sodium carbonate, sodium silicate, crystalline layered silicates, aluminosilicates, oxydisuccinates and citrates;